MODERNESQUE

a modernistic home

in

OVERBROOK~HILLS ~IN~ MERION~

AND SOME OTHER DATA ABOUT

COTTAGE TYPE HOMES

THIRD PRINTING
JUNE, 1929

AA735 M54 M25

MODERNESQUE is a home, distinctive, modish, a courageous venture in architecture that knows no precedent.

McWilliams & Meloney, Builders of Cottage Type Homes, have evolved a home design for which the inspiration was found in Vienna, Paris, and in other centres of art on the Continent.

Aided by E. Allen Wilson, Architect, and The J. B. Van Sciver Company, Decorators and Furnishers, the firm of builders has set a new standard in the school of modernistic home architecture.

MODERNISTIC ART is known to but a few. Most of us associate it with something that grates on the conventional sense of symmetry and graceful design. Doubtless there are some who associate it with cubism and futurism.

As an expression of modernistic art, MODERNESQUE, we trust, will set aright the public's conception of this school of art.

The builders submit it to the discriminating public with a sense of confidence that it is an authoritative example.

WE TRUST it will be accepted as a contribution to the worth-while architecture of America.

Central Plant Heat

Every home in Overbrook-Hills-in-Merion and in Penn-Wynne is heated from a Central Plant.

This is the greatest boon to home comfort since the introduction of electricity.

It costs less than gas, oil or coal. *There is no substitute for Central Plant Heat.*

It permits the use of the basement room for recreation purposes. There is no cellar in Overbrook-Hills-in-Merion or in Penn-Wynne.

The average cost of heating last year in Penn-Wynne was $124.00 per home.

The clean appearance of the two communities is attributable to the absence of furnaces and smokestacks.

Your window curtains remain clean in these two Main Line communities.

The dainty hands of the housewife are not scuffed by coal shovels; the even temper of the husband is not scuffed by ash cans.

Central Plant Heat is a perpetual guarantee against the annoyance of dirt, smoke, coal gas and ashes.

Every room is equally warm—the vagaries of mechanical devices are unknown.

More than half the fire hazard is eliminated—and you pay for your super-heated steam just as you pay for electricity or gas . . . a rate set by the Public Service Commission.

The day is not far distant when homes with other forms of heat service will be obsolete.

Contents

HEREIN we find some thumbnail sketches about homes in the two Main Line communities, OVERBROOK - HILLS - IN - MERION and PENN-WYNNE.

An effort is made to give you merely some accurate hints about the accommodations and appearance of the homes.

To the descriptions we ask you to add that each home is heated from a Central Plant, which *eliminates* the furnace, ash can, coal gas and the other dreaded annoyances of a heater fire.

EACH home has a recreation room in the space usually given to the cellar. Actually, your Cottage Type Home has one room more than other homes.

We ask that you add to each description, also, the fact that the home is a genuine COTTAGE TYPE HOME bearing the reputation plaque of the building firm on the bell plate, the symbol attesting to the fine construction and the use of nationally-advertised and tested materials.

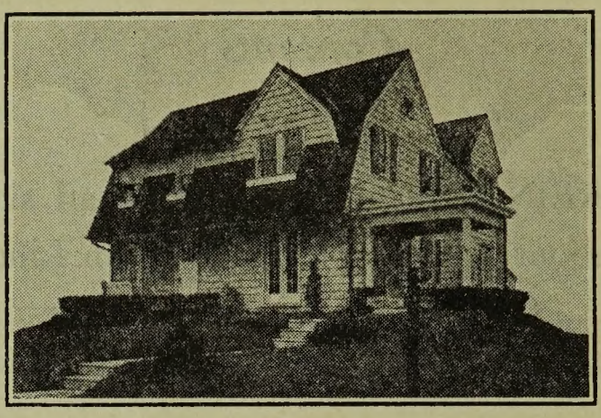
Consider also, upon reading each little sketch, that the home is built midst a community of refined home owners whose home and town pride contribute much to the appearance and peace within this development.

The data contained herein is correct as of April 21, 1929

McWILLIAMS & MELONEY

City Line and Haverford Road

Overbrook 7525-6-7-8-9 **Lower Merion Township**



THE BARTRAM

A corner home, done in Dutch Colonial architecture.
Like all Cottage Type Homes, careful selection had been made of wall covering and wood trim tints to effect a pleasing harmony.

The breakfast nook and French doors of this corner home are attractive.

$10,400

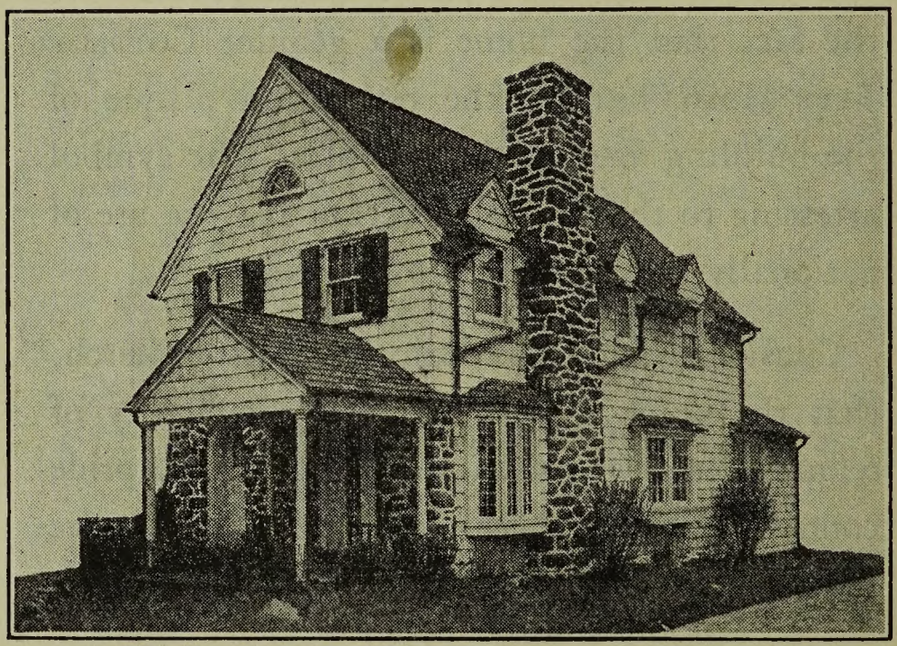
THE PICKETT

One of the unusual features of this Cottage Type Home is the farm house fence effect that distinguishes it among the Cottage Type Homes on Manoa Road which, by the way, is a State highway.

Here is a home with a central hall, five spacious bedrooms, a complete marble bathroom with a separate lavatory and toilet.

The front and rear porches of this home have been admired.

$19,900

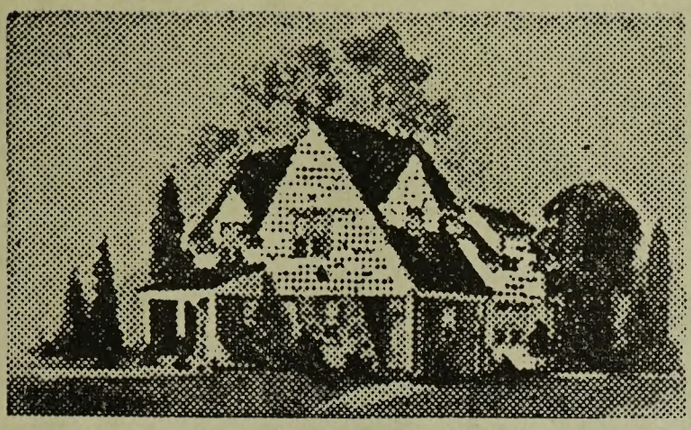


THE ANNE MORROW

A genuine marble bathroom, from quarries in Italy, is one of the striking interior features of this smart Cottage Type Home, which stands alone on Greywall Lane.
Other types are available in this style. One of them has three bedrooms and two baths, one in genuine marble; a maid's room to the rear of the kitchen and a two-car garage. Another type has three bedrooms and one bath and a maid's room to the rear of the kitchen.

Still another type has three bedrooms and one bath, in marble.

$15,300 to $16,950



THE MADISON

The tasteful brick design of this Cottage Type Home will appeal to the artistic folk.

Colonial is the architecture, done in an attractive mood.

This home stands out among its attractive neighboring structures in Penn-Wynne.

The entrance from the porch is through a circle-head door into a spacious living room with a good-looking fireplace. The breakfast nook and three bedrooms are colorful.

$9,800

THE WILLOUGHBY

An adaptation of Colonial American architecture at its best, featuring authentic Colonial stone masonry. Its stone chimney is a dominant member.

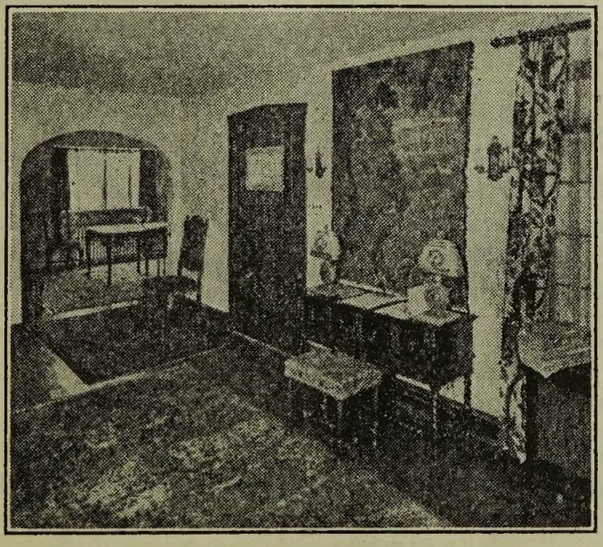
Three bedrooms, marble bath with marble dressing table and a lavatory and toilet room adjoining the master bedroom.

The living room is twenty-four feet and the fireplace is stone.

The casements in the dining room lead to an open terrace.

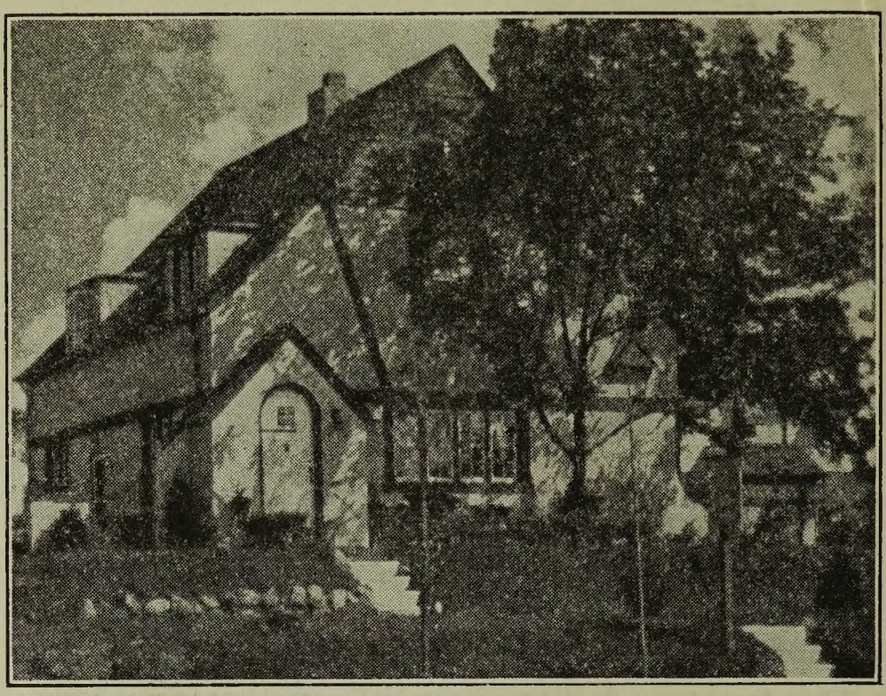
(Unfinished)

THIS is a view of portions of the living room and dining room of a McWilliams and Meloney Cottage Type Home, furnishings by J. B. Van Sciver Company.



The floor is done in antique oak blocks, and the finish in the dining room is parchment.

View the other display homes through Overbrook-Hills-in-Merion and Penn-Wynne.



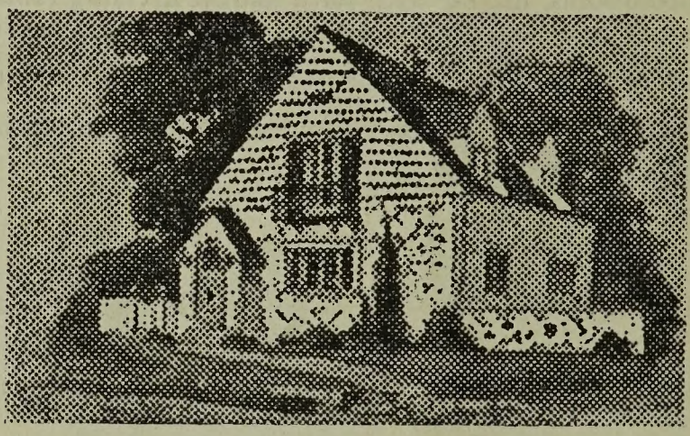
THE CAMBRIDGE

A walnut tree shades an open paved terrace of this smart English home of half-timber construction.

Built on a hillside, it commands a view of the countryside.

Its living room has that atmosphere of ease and comfort peculiar to an English countryside estate. The dining room has unusual wall covering and the breakfast room is sprightly. The motor room is for two cars.

$17,500



TWIN OAKS

This Cottage Type Home has southern exposure on Manoa Road, a State highway.

Its low roof line nestles in beneath the branches of two massive oak trees. The 26-foot living room, bright and cheerful, is made more gorgeous by antique oak flooring in blocks and a great stone fireplace.

The second-floor casements, full length, open on to an iron balcony in the front. A complete marble bath and additional lavatory and toilet room on second floor.

The dining room stands out with its recessed mirror and broad-silled windows in a bank of four, with space for flowers.

$18,800

THE STUYVESANT

This is a graceful, three-story stone home of Dutch Colonial architecture, located on the exclusive Overbrook Parkway in Overbrook-Hills-in-Merion.

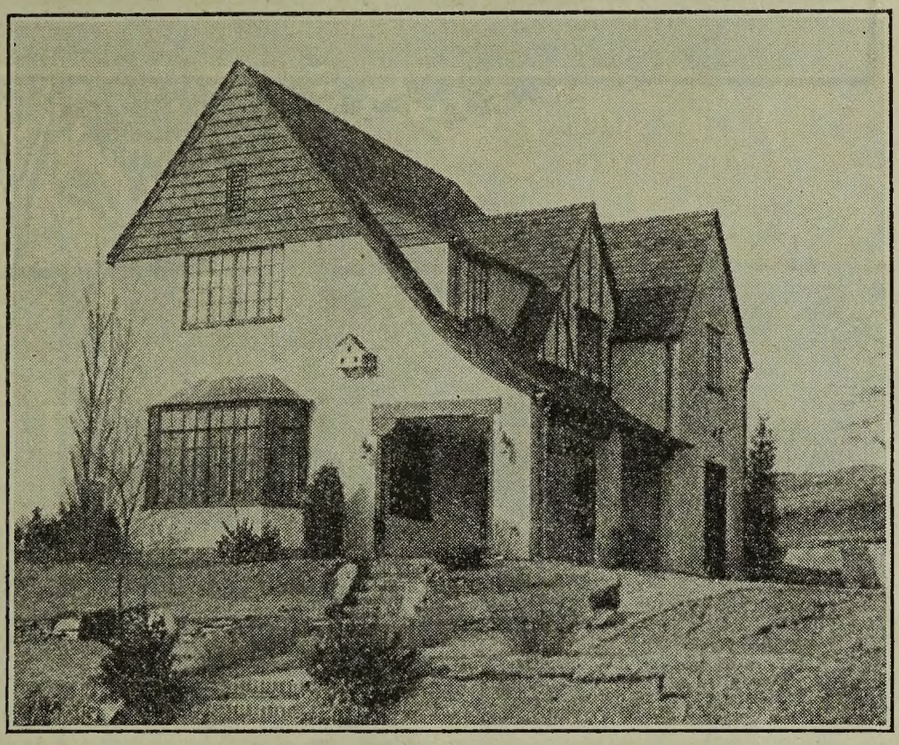
Its classic roof brings thoughts of Zuyder Zee.

Its wide porch surrounded by spacious lawns commands a view of the woodlands.

Five bedchambers and three baths, one of the baths in genuine marble. Maid's quarters are to the rear of the kitchen.

Living accommodations for the chauffeur can be arranged on the second floor of the two-car garage.

$27,500



ART-CRAFT MANOR

Its magnificence is worthy of its location on City Line Avenue, where it occupies a hillside overlooking three Counties.

Art-Craft Manor embodies the finest construction and richest decorations, appointments and luxurious comforts.

We have not seen a more gorgeous marble bathroom.

This home is built exclusively of nationally advertised products.

The circular stone fireplace in the living room, the parchment finished woodwork and arched crystal mirror in the dining room match the elegance of the antique oak floor and the cathedral staircase.

$29,500

SUFFOLK MANOR

This is an imposing English type of half-timber construction, featuring a gorgeous living room twenty-two feet long.

Its location on Overbrook Parkway, midst other lovely homes, gives it added prestige.

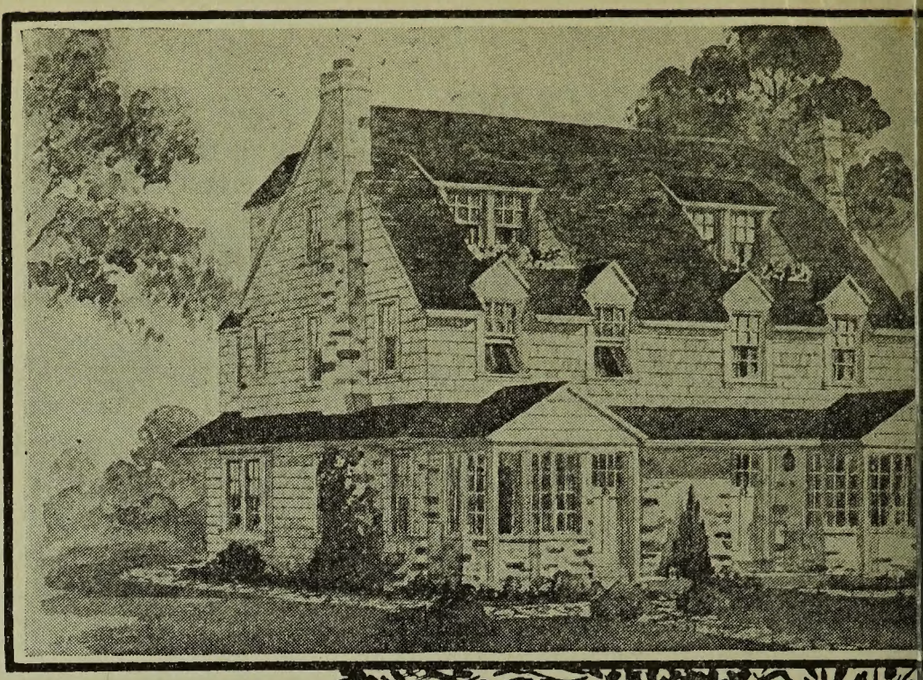
Two porches will be enjoyed. The entrance is through a flower-lined walk.

Four bedrooms and two baths, one of them in Italian marble.

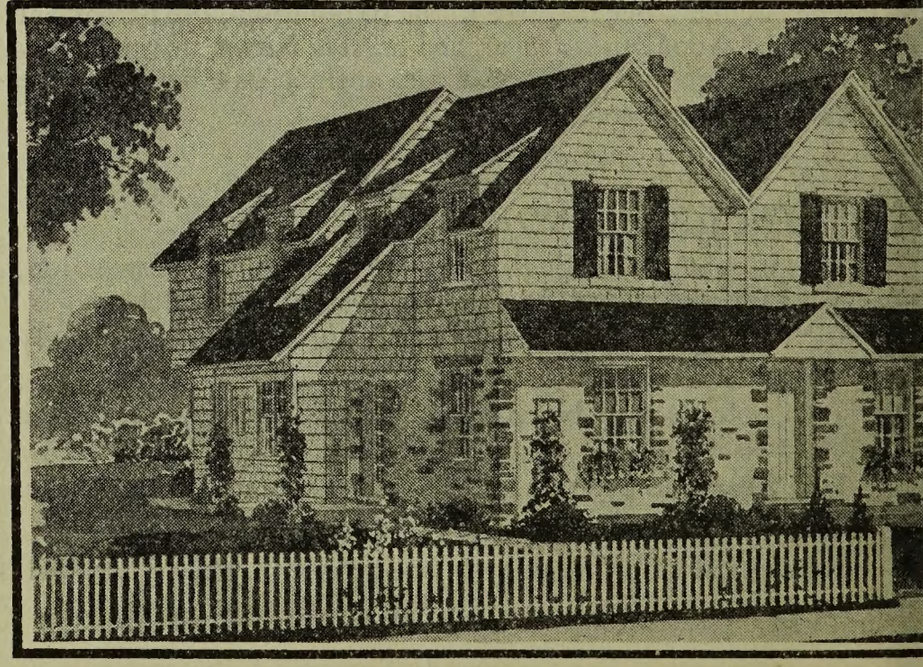
The maid's room and bath are to the rear of the kitchen.

A beautiful color harmony in the bedrooms will be admired.

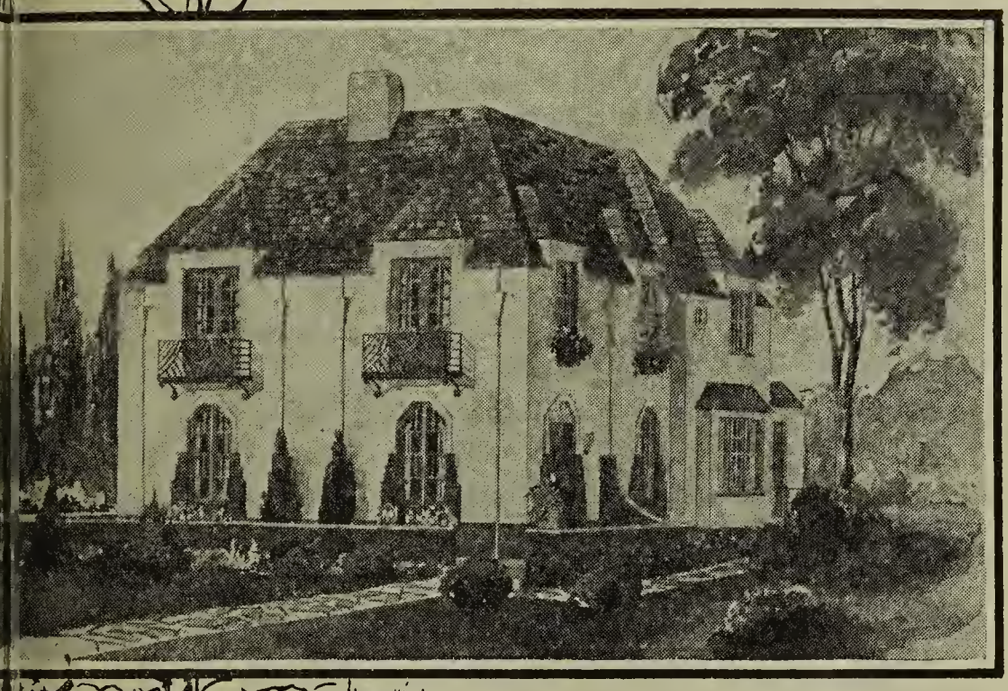
$22,500

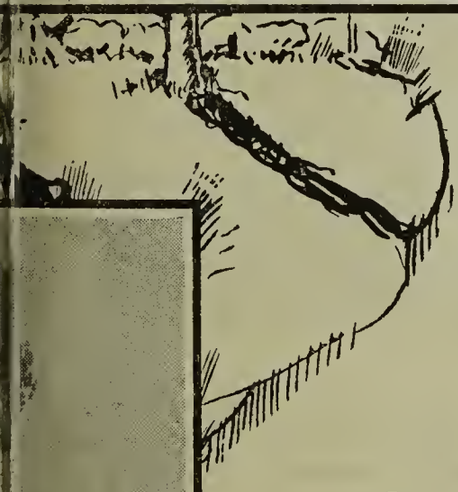


Modernesque
Junior



The Wm. Penn





Cape Cod
Junior

ated from a Central Plant

MODERNESQUE JUNIOR

The distinguished home on City Line Avenue is the inspiration and model for this extraordinary Cottage Type Home.

It is ultra-modern, a natural sequel to its Modernesque parent.

Here are color, form, proportions—and spirit!

The dining room is elevated above the living room.

Modernistic cornices suggest the new mood in building design. Here, too, will you find the daring sculptured plastering.

Modernesque Junior is a choice for the members of a small family who want a modish home.

(*See illustration on middle pages*)

$11,900

(Carrying charges: $62.25 plus $17.00 saved in B. & L.)

THE WM. PENN

The builders of this smart residence expect it to be the most popular of all Cottage Type Homes.

This is a three-story home, and one of the quaintest in the community.

It has three bedrooms, each of them unusually large, and two bathrooms.

There's a Dutch cabinet in the dining room; the window sills are broad and tiled for flowers.

The flooring is oak and the staircase is typically early American.

The Wm. Penn is the answer to the public's demand for a bedroom and bath on the third floor.

The garage is attached to the home.

(*See illustration on middle pages*)

$11,500

(Carrying charges: $59.75 plus $15.00 saved in B. & L.)

CAPE COD JUNIORS

Here is the McWilliams & Meloney conception of a home to please the members of a small family who want something definitely distinctive about their home.

This Cottage Type Home, like its master model on Manoa Road, brings memories of Provincetown with its white picket fence and flower-bordered walk. Green blinds, a trellis and a flower box add much to its exterior beauty.

A Colonial fireplace with hanging crane beautifies the living room and the dining room has the distinctive parchment finish. Three bedrooms and bathroom with toilet in a separate compartment.

(*See illustration on middle pages*)

$9,950 and upwards.

(Carrying charges: $53.75 plus $15.00 saved in B. & L.)

THE ARTISTS' HOME

This is a conception of a home that answers the call for something different. You will want to live in it because you will want that kind of atmosphere.

The Artists' Home is a home of real character, not unlike an English countryside residence.

The dining room is a sun room, with one whole side occupied by a battery of windows.

The entrance is authentic English with hand-carved lintel.

The brick panelled wings are laid in herringbone design surmounted by oak balusters.

The fireplace in the living room is modish. It is constructed of field stone.

(Projected)

ART-CRAFT JUNIOR

The familiar brick and half-timber exterior of this home is a true suggestion of Warwickshire.

Three Counties may be viewed from its spacious porch.

An English hunting scene is the suitable wall covering in the domed ceiling dining room and the woodwork finish is Oxford green. The casements are diamond-leaded.

The English staircase is an interesting feature; and the bath room has a toilet in a separate compartment.

$10,500 and upward

(Carrying charges: $56.25 plus $15.00 saved in B. & L.)

THE THACKERAY

This suggests the English country home, with roof lines that seem to meet the garden.

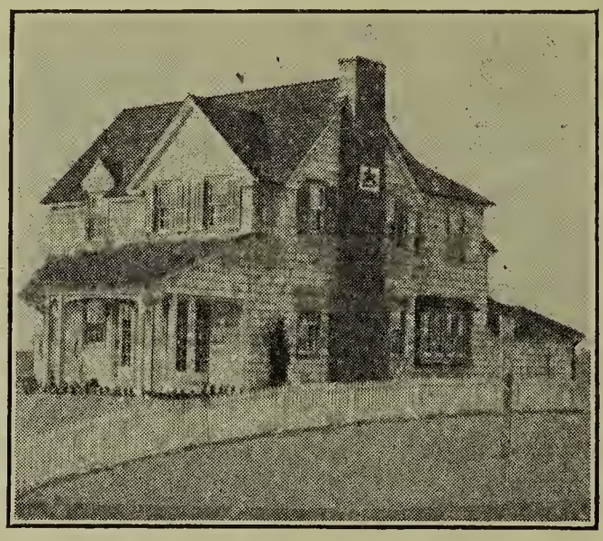
It is of brick construction with a quaint circle-head doorway, battened door and latticed windows. The walk is winding red brick and the terrace is Oxford.

It has three bedrooms and one marble bath, and a lavatory and toiletroom adjoining the master bedroom.

The motor room is for two cars.

Another home of this type, with maid's room to the rear, at slightly increased cost.

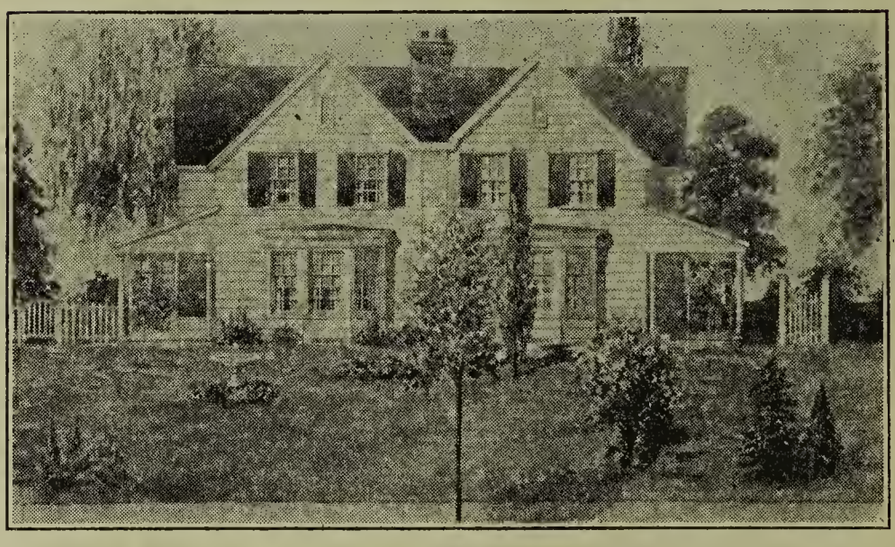
$18,800



CAPE COD COTTAGE

The white picket fence and boxwood-bordered walk will be the garden reminders of the quaint New England home. The marble bathroom, Colonial fireplace with its hanging crane and recessed bookcase, low beamed ceiling and black hammered iron embellishments will hold your interest. Four bedrooms—two baths.

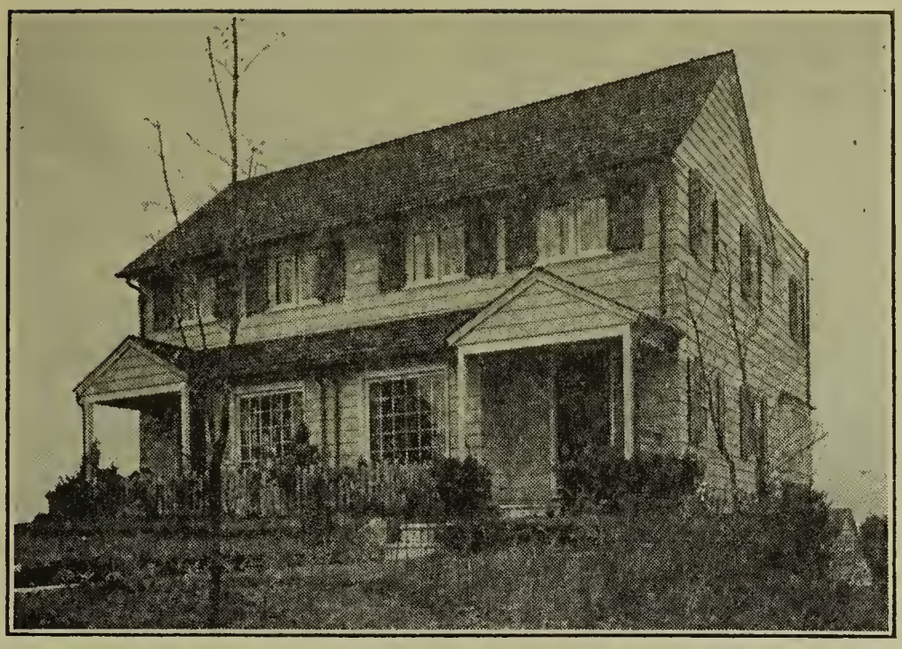
(Projected)



THE HAMILTON

The location of this smart Cottage Type Home on Greywall Lane adds much to its popularity. Its genuine marble bath and six rooms, garage and spacious garden and lawn have attracted attention. Two of this type will permit a choice of interior color selection.

$13,400



THE BRIDAL HOME

The small family will be attracted by this beautiful home, whose appointments and decorative features suggest a much higher cost.

Its broad tiled window sills, built-in bookcase, early American tapered staircase and bath with separate toilet are a few of its many features of merit.

$8,500 and upward

(Carrying charges: $46.37 plus $13.50 saved in B. & L.)

THE FARRAGUT

A long, winding walk across a pretty lawn is the approach of this early American farm-house type of Cottage Home.

Perhaps you have never seen a charming home of rough-hewn white-washed stone with low, sloping roof lines of grey and green-tone shingles.

A massive circular stone fire-place sets off the living room—and the maid's quarters are in the rear of the kitchen.

$19,900

THE VIRGINIAN

You will almost see the Colonel himself on the great front porch as you view this breath of the Old South brought to Philadelphia's lovely suburb.

This striking Cottage Type Home, which adorns Greywall Lane and Haverford Road corner, is distinguished with its imposing colonnades, shaded second floor windows and two porches.

Its construction, appropriately, is red brick and wide cedar clapboard.

Three large bedrooms, tastefully done in color effects, and two baths are on the second floor. The maid's room and bath are to the rear of the kitchen.

And it overlooks the restful Academy grounds.

$20,900

THE NEW ART HOME

One of the most beautiful of all Cottage Type Homes.

The arched dining entrance with hammered iron rail, crystal basket light, scenic wall covering, delicately fluted trim, divided bathroom in marble, and exquisite breakfast room make this indeed a home of new art.

Its colorful kitchen, well lighted, is designed to save steps.

Others in this group, on Rockglen Road, are all-stone homes—with four bedrooms and two-car garage, at higher prices.

$12,700

(Carrying charges: $67.25 plus $16.00 saved in B. & L.)

A PROJECT

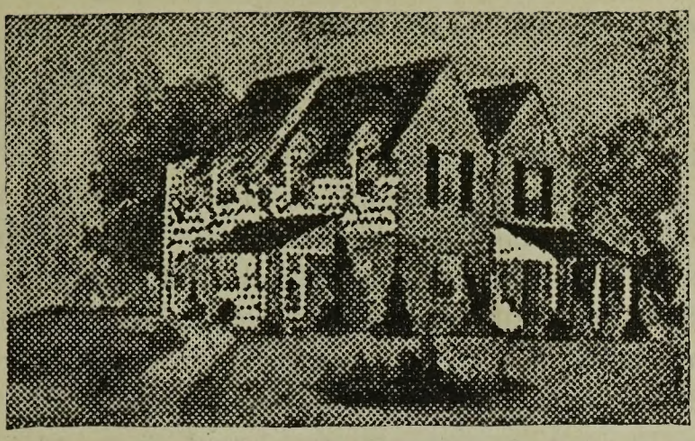
An interesting home projected for Rockglen Road, near Greywall Lane, will be Dutch Colonial in design and constructed of all-stone, in the heart of Overbrook-Hills-in-Merion.

The porch will measure 23 feet, commanding an attractive view.

It will have four bedrooms, genuine marble bath, with marble dressing-table and the toilet in a separate compartment.

The entrance will be at the side, with a modernistic touch, and the bedroom woodwork will be a study in mezzo-tints.

Hammered iron railings will dignify the dining entrance and an arched crystal mirror will lend spirit to the dining room.



THE COLONIAL COTTAGE

This attractive, genuine Cottage Type Home has a quaint stone wall garden setting amidst beautiful shrubbery.

It is an authoritative reproduction of a Colonial home.

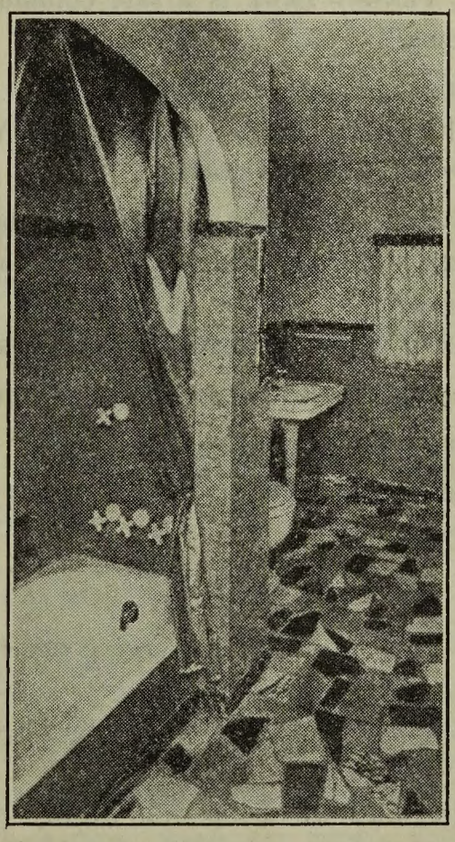
Its individual porch, sunny, panelled dining room and three sizable bedrooms radiate hospitality and beauty.

It is located on an elevation in Penn-Wynne.

$9,000 and up

(Carrying charge: $52.12 plus $12.50 saved in B. & L.)

HERE is a view of a genuine marble bathroom in one of the McWilliams and Meloney Cottage Type display homes. The walls are done in polished slabs of Rosato. The trim is mauve rouge from quarries in France. The floor is a random arrangement of varied colors.



Many of McWilliams and Meloney homes boast this ultra-modern bathroom, some of which have toilets in separate compartments.

The firm is aware of the public insistence on attractive bathrooms.

A BUILDING IDEAL

Overbrook-Hills-in-Merion and the adjoining community Penn-Wynne, are unusual towns.

They are the outgrowth of an ideal of two men, Martin McWilliams and Joseph A. Meloney, whose twenty years' building experience qualified them to carry out their hope that a successful and profitable development could be established by restricting the purchasers of their homes to the type of people whose refinement and social standing would prove an attraction to similar types of purchasers. They set forth in the beginning a code of restrictions to which they have rigidly adhered.

In less than three years they have built and sold homes, valued at millions of dollars, which now grace the barren farm land to which they applied their ideal.

HOME VALUE PROTECTION

It is a fact that most of the home purchases in the suburbs are made by buyers who desire an improvement in their neighborhood surroundings, and who look for a reasonable guarantee that their home values will be protected against the losses that come from neighborhood change.

This projects the question:

"What assurance have I that Overbrook-Hills-in-Merion or Penn-Wynne is a safe community in which to own a home?"

Your greatest assurance is found in the 10-year program which has been laid out by McWilliams and Meloney, Owners and Developers.

Their ideal at the inception of these two communities has been proved sound. The firm has realized a considerable measure of success in following the principles they laid down when the development was started.

Common sense dictates that there shall be no variance from it.

Sound business demands that they carry on as they began.

No greater guarantee of home value protection could be given.

SERVICE

McWilliams and Meloney find pleasure in providing helps to their buyers.

The wall covering and highly polished flooring will be protected from the "moving day" scratches by great burlap tarpaulins which the building firm's porters put in place when you occupy your new residence. You will be assisted in such things as getting gas and electricity service started, and many other annoying cares will be attended to for you.

OVERBROOK - HILLS - IN - MERION and PENN-WYNNE, adjoining, are strictly zoned communities on the exclusive Philadelphia Main Line, the nearest to the city of any of the newer suburbs.

The finest in home architecture, set off by a unified landscaping effect, explains the widespread admiration of the beauty of the two towns.

On the east are the grounds of a private Academy, the north boundary is undeveloped ground owned by McWilliams and Meloney, to the west is a wooded area adjoining restricted ground and to the south is City Line, the gateway to many of Philadelphia's loveliest suburbs.

Such surroundings, besides adding to the beauty of these two communities, are important in the maintaining or increasing the value of your home purchase here for many years to come.

The two towns are more than 200 feet above sea level. The absence of smokestacks, plus the high elevation, means a healthful, invigorating air.

PLANS have been drawn for a new public school in Penn-Wynne.

Within a short distance are the Academy of the Sacred Heart, Episcopal Academy, Friends Central School and St. Joseph's College. Churches, too, are near.

Buses convey the children to Lower Merion schools without cost.

High-speed transportation at Penfield Station to Sixty-ninth street terminal at five and one-half cents commutation fare. Bus from Ardmore to Sixty-ninth street terminal passes through both OVERBROOK-HILLS-IN-MERION and PENN-WYNNE. Still another bus operates from City Line and Haverford Road to Overbrook Station and Sixty-third street and Lancaster avenue.

SOME PRESS VIEWS ABOUT 'MODERNESQUE'

"Public Ledger" April 21, 1929

MODERNISTIC HOME ON VIEW

Builders Open It for Inspection Today at Overbrook Hills

"Modernesque," declared to be the first modernistic house in America, will be opened for inspection today. The house is in Overbrook-Hills-in-Merion, at City Line avenue a mile west of Overbrook station.

Modernistic art was the inspiration for the structure, as well as for the special furniture design, according to McWilliams & Meloney, builders.

The house is modeled along the lines of modernistic buildings in Austria and France. The dining room is elevated five and one-half feet above the living [illegible] and the ceilings throughou[illegible]ee levels. The garage i[illegible]cond-floor rear bed[illegible]

OPEN MODERNISTIC HOME

"Modernesque," Near Overbrook Station, First of Kind in U. S.

A house designed on modernistic art lines, believed to be the first in America, will be opened today in Overbrook-Hills-in-Merion. The approach to the house is by way of a ramp effect on City Line avenue, one mile west of Overbrook station. The house is located on a hillside.

Although modernistic art was the inspiration in its design, the home lines have been gracefully drawn, with only occasional suggestions of the sharp angles and receding proportions that characterize the present trend of art in France, Austria and other Continental countries. The exterior has unusual treatment of appliqued designs on the front wall, and on the chimney stack a 13-foot peacock symbol is built into the wall. The centre member of the home is a cone-shaped tower, rising from within a flower garden bounded by a modernistic wall. "This new home, known as "Modernesque," is an expression of the art which is making a steady progress in America after having been widely adopted in Europe," said a member of the firm of McWilliams and Meloney.

"Inquirer" April 21, 1929